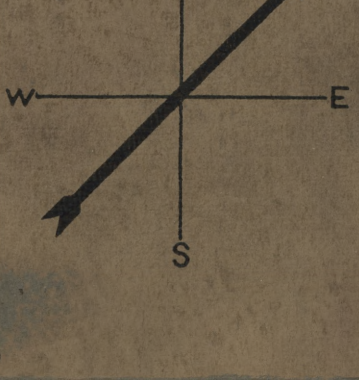
Districts
Hist

NORTHEAST PHILADELPHIA

AND WHY



Northeast Philadelphia

And Why

Northeast Philadelphia Chamber of Commerce

4700 Frankford Avenue, Philadelphia

Copyright 1928

B131
N814

THE CURTAIN RAISED ON A SECTION

OF PHILADELPHIA REVEALING —

A DISTRICT —

Active in industry, varied in production, national in reputation.

With business centers expanding, creating, fulfilling, the needs of its people.

Containing neighborhoods of congenial environment, the lure of the suburb, the necessities of the city.

A COMMUNITY —

With historical background, excellent record.

Alive and doing.

Pointing to a decided future.

A Development Without Exploitation;

A City, Within a City, in the Making

NORTHEAST PHILADELPHIA

NORTHEAST PHILADELPHIA

IN WORDS

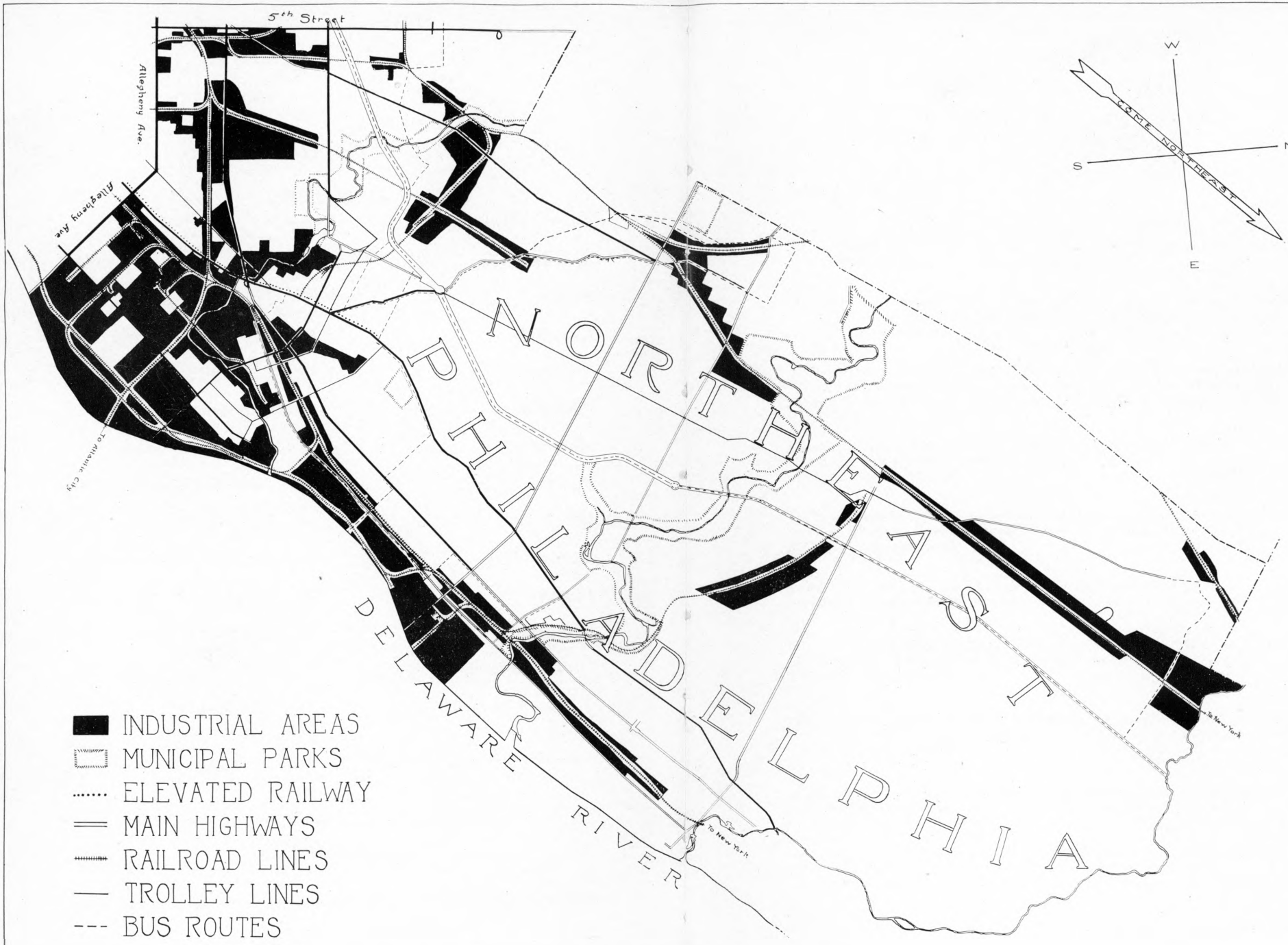
Introduction	Page 5	JUDGE ALLEN M. STEARNE
History	" 8	THOMAS CREIGHTON
Geography	" 12	GEORGE S. WEBSTER
Transportation	" 15	CHARLES C. DAVIS
Education	" 18	WILLIAM M. ROWLAND
Church	" 22	DR. JOHN B. LAIRD
Finance	" 25	JOHN E. GOSSLING
Industrial	" 28	FRANK T. WILSON
Merchandising	" 32	WILLIAM HEPWORTH
Homes	" 36	HAMILTON R. DISSTON
Organizations	" 38	CLIFFORD K. FOWLER
Municipal Improvements	" 43	LISTED
A Note of Interest	" 45	EDITOR

Philadelphia's next million people will be in

The NORTHEAST

Philadelphia's greatest increased revenue will come from

The NORTHEAST



Compiled By The Northeast Philadelphia
Chamber of Commerce
C.E. Sloane
Executive Secretary

NORTHEAST PHILADELPHIA IN PICTURES

1.—Industrial Development map of Northeast Philadelphia. *Between pages 3 and 4.*

2.—Looking Northeast from Fifth Street and Allegheny Avenue. A section for industrial expansion with railroad, highway and transit facilities. *Between pages 8 and 9.*

3.—North from Venango and Amber Streets. An industrial district—steam railroads, trolleys, elevated railway and wide avenues. *Between pages 12 and 13.*

4.—River front from Tioga Street and the Delaware. Northeast Sewage Disposal Grounds in the center with busy manufacturing life in the foreground and again in the distance. *Between pages 16 and 17.*

5.—Up river from United States Arsenal. Industrial plants along railroad and river; Frankford Creek in foreground; site of new bridge in distance. *Between pages 20 and 21.*

6.—Northwest from Lefevre and Almond Streets. Mills along Frankford Creek and railroad; stores and homes beyond. A built-up community. *Between pages 24 and 25.*

7.—Eastward from Burholme Park on the line of Cottman Street illustrating new residential areas, lately developed. *Between pages 28 and 29.*

8.—Along the Boulevard looking toward the City's center, from Oxford Circle. A sea of homes practically all built within five years. The site of the next subway. *Between pages 32 and 33.*

9.—Open spaces up Roosevelt Boulevard, between built-up sections—the open heart of the Northeast—looking through the Thirty-fifth Ward from Oxford Circle. *Between pages 36 and 37.*

10.—Southwest from Southampton and Worthington Roads. The remaining farm lands of Philadelphia County. *Between pages 40 and 41.*

11.—Looking southeast from Verree Road. Pennypack Creek crosses the picture four times and the 1,200 acres of Pennypack Creek Park comprise land on both banks of this stream. *Between pages 44 and 45.*

12.—Location map of homes and apartment houses, built during 1927 in Philadelphia. *Page 47.*

JUST AN INTRODUCTORY WORD

JUDGE ALLEN M. STEARNE
of the Orphans' Court of Philadelphia

NORTHEAST PHILADELPHIA has played an interesting and important part in the development of our Nation. Through this section runs the old King's Highway, once the stage route from Philadelphia to New York. Philadelphia being the seat of government, and New York the chief commercial city, most of America's citizens and visitors passed through the Northeast going to and from these metropolii.

Over thirty-five years ago there stood at the northwest corner of Frankford Avenue and Ruan Street an old, white, frame, Colonial home. Across the street, where the Fire House now stands, was an old summer house. It was taken from the Womrath estate a short distance away. A charming old lady lived in the white house. A small boy frequently visited this lady. He would look out the window at the old summer house, while the old lady narrated to him Revolutionary stories which had been told to her by eye-witnesses. She told him how Thomas Jefferson came out of the City, on his great horse, and in the quietude of the stately Womrath gardens—in the summer house—drafted many of the parts of the Declaration of Independence; she told how George Washington travelled the King's Highway, stopping at the Jolly Post Hotel; how Robert Morris met important financiers relative to financing the Revolution; how John Marshall, the Chief Justice, came out to Frankford and drafted celebrated opinions having to do with the establishment of our Constitution; she re-told the story of Lydia Darrah at the old mill that actually stood at the bottom of Frankford, and many Revolutionary stories and incidents, all of which excited youthful imagination.

These stories were true. Philadelphia was the "Washington" of that day. It was the seat of government. The Delaware River from Allegheny Avenue to Torresdale flowed in front of stately mansions and fine estates—the country homes of the leaders of our nation. Time has effaced the charm of this marvelous setting, but even today we find traces of its former beauty and grandeur.

The political maneuvers of Jefferson and Hamilton resulted in the adoption of the present site of Washington as our seat of government. Fortunately for Philadelphia, however, substantial business men and manufacturers had been attracted to Philadelphia, chiefly from England, and had firmly established themselves in our section.

The great Delaware River gave us an extraordinary seaport and consequently commerce was attracted. Philadelphia was founded from no residue of penal colonies, but by sturdy English, Scotch, Irish, German, and Swedish settlers. These pioneers came either because of religious motives (i. e. the Friends), or to better their worldly situation. They were the workers of the world. It was necessary to work, and to work hard, in order to survive. They were the pioneer farmers, manufacturers, mechanics, and merchants.

The inexhaustive coal and iron mines of Pennsylvania, combined with the shipping facilities of the port, irresistibly attracted the English manufacturers. The climate of Philadelphia, so much like Manchester, particularly interested the English cotton fabrics interests. Shortly prior to the Civil War came the great print works which operated a large cotton print mill near Church and Tackawanna Streets in Frankford. This enterprise brought over from Manchester, England, large numbers of English textile workers and executives. The iron workers soon followed from Birmingham and Sheffield, and settled in Holmesburg, Frankford and Cheltenham. The soft water in and about Frankford was peculiarly adapted for the use of dyers and consequently many mills of this kind were started.

In the course of time, the beautiful and lovely suburban Northeast has changed from a delightful country estate section, with its beautiful streams and fields, to a busy manufacturing district. The products of the section have become necessary and useful to mankind. Our cotton, woolen, iron and steel products are known the world over. Philadelphia became known, and is still known, as the workshop of the world, with Northeast as its heart.

Curiously enough, because of the geographic location, this section kept apart from the rest of the city. The main difficulty was the lack of suitable transit facilities. The stage-coach gave way to the horse-car, and the horse-car to the old dummy, and the dummy in turn to the modern trolley. The steam railroads did

not afford the necessary rapid movement of passengers at a proper fare. The result was that the City of Philadelphia grew in population to the south, until stopped by the Delaware River; it grew to the west until retarded by the political boundary of another county. It was not until the elevated railroad was projected and run to Frankford that our section became permanently amalgamated with the other sections of our great city.

The Northeast is now on the threshold of great development. It has stood patiently by while the other parts of the city have developed. It is now profiting by the mistakes as well as the successful experiences of the other sections of the city. Its cause is well defined.

The Northeast Philadelphia Chamber of Commerce, composed of the leading, energetic and busy men of the Northeast, has taken a very active part in the proper planning and development of Northeast Philadelphia. Wonderful boulevards are being projected and actually built. Whole farming sections are being turned into beautiful suburban residential developments. Their intelligently directed advertisements and efforts are attracting great industrial plants which are being actively established. Everything is teeming with activity and vigor. Great bridges are being projected and are actually in the building across the Delaware River, and are presently attracting the finest type of manufacturers, business men, and home owners from Philadelphia and the entire surrounding country. Our section is now coming into its own. Comprehensive transit plans are being prepared; intensive studies of conditions are being mapped out, and it is confidently predicted that before another decade passes, that the northeast section will be one of the most important parts of Philadelphia.

The lure of our section, however, is the association with the people who are in it. They are not content to rest upon what has been done in the past by their ancestors, and what is hoped to be accomplished in the future. They are now actively and actually in the midst of the *doing*. They are making history for the future generations.

If a mariner's wise he looks at the sky
To see what he is about,
And he never expects any ships to come in,
If he never sends any ships out.

GLIMPSES OF A HISTORICAL PAST

THOMAS CREIGHTON
President of the Frankford Historical Society

WILLIAM PENN, with his hopes and aspirations for the future growth of the fair province of Pennsylvania, never realized that, in time, millions of men should toil in the fields, explore the ground for minerals, or build the great factories that we have today.

William Penn sailed from Deal, on the good ship "Welcome," September 1, 1682. It was not long before smallpox broke out among the one hundred persons on board of the ship and on an average one person died each day and was buried at sea. It was a long and dreadful voyage and the survivors never forgot the horrors of the ship. On the twenty-seventh of October, nine weeks after the departure from Deal, the "Welcome" moored off New Castle. From there Penn stopped at Chester, arriving at the site of his City later.

Thomas Holme, who had been sent out as a surveyor by Penn, had already laid out part of the City. The first house completed, and used as a place of assembly and tavern, was called the Blue Anchor. It was not a very large house, its dimensions being twelve feet wide and twenty-two feet deep.

In one year from Penn's landing there were one hundred houses erected and in two years over six hundred and over three hundred farms were settled. A printing shop and a daily paper were established; the first book printed in Philadelphia being an almanac, in the year 1687.

Enoch Flower opened his school in a rude hut built of planks, and his charges were as follows—to learn to read, four shillings a quarter; to board a scholar, for a whole year, ten pounds.

Penn issued orders to Henry Waddy to run the Post and supply travellers with horses. The charge from the Falls at Trenton to Philadelphia, for the carriage of a letter, was three pence; to Chester, five pence. As Henry Waddy lived at Tacony, the site of Frankford, we might claim the first postal service.

No doubt it was with a feeling of pride and satisfaction that Penn saw his City, and in a vision saw it extending westward as far as the river Schuylkill, to the south along the great meadows towards the Swedish fort at Tinicum. The fair views were towards the Northeast. Here were broad fields of rich soil, woodland and deep valleys, watered by broad streams that drained the land. Some of these streams were wide and swift, and would carry shallow sloops, and in an early account we read of freight being taken up the Frankford and Wingohocking Creeks to Stenton, the home of James Logan.

On the early maps we can study the location of these creeks, Gunners Run near Allegheny Avenue, called after Gunner Rambo; Frankford Creek, after the Frankford Land Company; Pennypack and Poquessing, Indian names that we should cherish. How strange that, of all the lives and traditions of these early Indian tribes, we only have these few names.

The Indians, that Penn found here, belonged to the Ta-conok, all members of the great tribe of the Delawares. The Swedes who were here, coming in 1638, before Penn arrived, realized the value of the Northeast. They tilled the soil and built grist mills along the creeks, where they could grind the grain for the settlers. I might mention here that one of the most cherished documents, owned by the Frankford Historical Society, is an agreement drawn up and signed with the names and marks of these Swedish settlers, agreeing to abide by the laws, as laid out by Penn.

As the country was settled toward the Northeast, roads for travel and intercourse were opened, at first mere paths through the wilderness by which men could walk or ride on horseback. In time they became wider and better. The present Richmond Street was a road that ran to Point-no-Point, near Wheatsheaf Lane. The old King's Highway (Frankford Avenue) was narrow and, near Frankford Creek, full of quagmires.

Old Front Street, that led to the Morris House near Harrowgate and out to Frankford by the way of Nicetown Lane, was bad in winter and along this road were established some of the first brick yards in Philadelphia. Farther west was Old Second Street, that led to Fox Chase and the York Road beyond.

These were all busy roads and over them travelled the men and women of our early days. There were cross roads, and at their intersections there were the usual blacksmith shops, the village

stores and clusters of homes. How interesting it is to study the names of these little villages, or perhaps notice the names often painted on the farmers' wagons that passed along our roads. One wonders whether they were named after individuals or some in-industry nearby.

In the great Northeast we have so many of these names: Byberry, Harrowgate, Oxford, Lawndale, Hard Corner, Bridesburg, Hart Lane, Whitehall, Wheat Sheaf, Olney, Cedar Grove, Crescentville, Fox Chase, Bustleton, Somerton, Hollingshead Corner, Bells Corner, Sandiford, Holmesburg, Collegeville, Red Lion, Five Points, Rowlandville, Tacony, Torresdale, Cedar Hill, Aramingo, Grubtown, Wissinoming, and many others.

Then there were the old taverns too; prominent ones being Jolly Post, General Wayne, Green Tree, Seven Stars, Washington House, North Star, McVaugh's Tavern and Wheat Sheaf.

Even the industries of the great Northeast are historical. The early settlers, the Swedes, built their stone mills along the creeks, many of the settlers coming miles to them, on horseback. The Welsh, near Williams' Grove, traversed the road named after them, Welsh Road, to the mill on the Pennypack at Holmesburg. Many of the settlers from New Jersey came across the Delaware River, in boats, to this mill. The story of Lydia Darrah cannot be forgotten. During the Revolution, when the British were in Philadelphia, it is said she came to the grist mill at Frankford ostensibly with grain, but really to give information of value to the Continentals.

After the Revolution, and up to 1800, there were few industries, and it was after the War of 1812 that the men came to Frankford and vicinity, mostly from England, and started the industries that have lived on and made the section famous. It is interesting to note that seven of the City's hundred-year-old concerns are located in this territory.

Historical Northeast! How I wish I could visualize for you the men, who, previous to 1800, made it, of their lives and habits, and of their homes. Edward Styles, who built the great house on Tacony Street, speaks of the beauty of the Northeast. Edward Waln and his brothers; John Morris, who lived at Harrowgate; Thomas Chalkley; men who put up the fine old homes of early days. These men lived a stern and practical life. During and before the Revolution many statesmen came to Philadelphia over

the King's Highway, and some stopped at these old homes in the Northeast. Edward Drinker entertained John Adams and Thomas Jefferson. The latter tells us that at Frankford he met a man who had invented a machine for copying letters (one of the first typewriters), and that he considered it a wonder. Another first for the Northeast!

Is it any wonder we are proud of the Northeast? We still have the beauties of Nature, the blue sky, woodland and fair streams, ground reserved for breathing places, public parks; we also have ground for the home builder. Homes for earnest men and women, equipped with luxuries, now called necessities, that our forefathers never dreamed of. We see great factories and mills, with all sanitary conditions complied with, producing goods that are used all over the world.

The great Northeast, divided by broad boulevards and roads, where thousands of people are carried every day by bus and automobile. Two great lines of railroads, trolley and every mode of transportation, truly a great and growing section. There are churches of all denominations, great schools attended by boys and girls eager for an education. Societies for the alleviation of suffering, hospitals and institutions for the care of the sick and maimed.

We should feel proud to know that we tried to carry out the desires of Penn and regard them as a priceless legacy. Let us continue to have the vision.

HERE WE ARE

The Geography of the Great Northeast

GEORGE S. WEBSTER

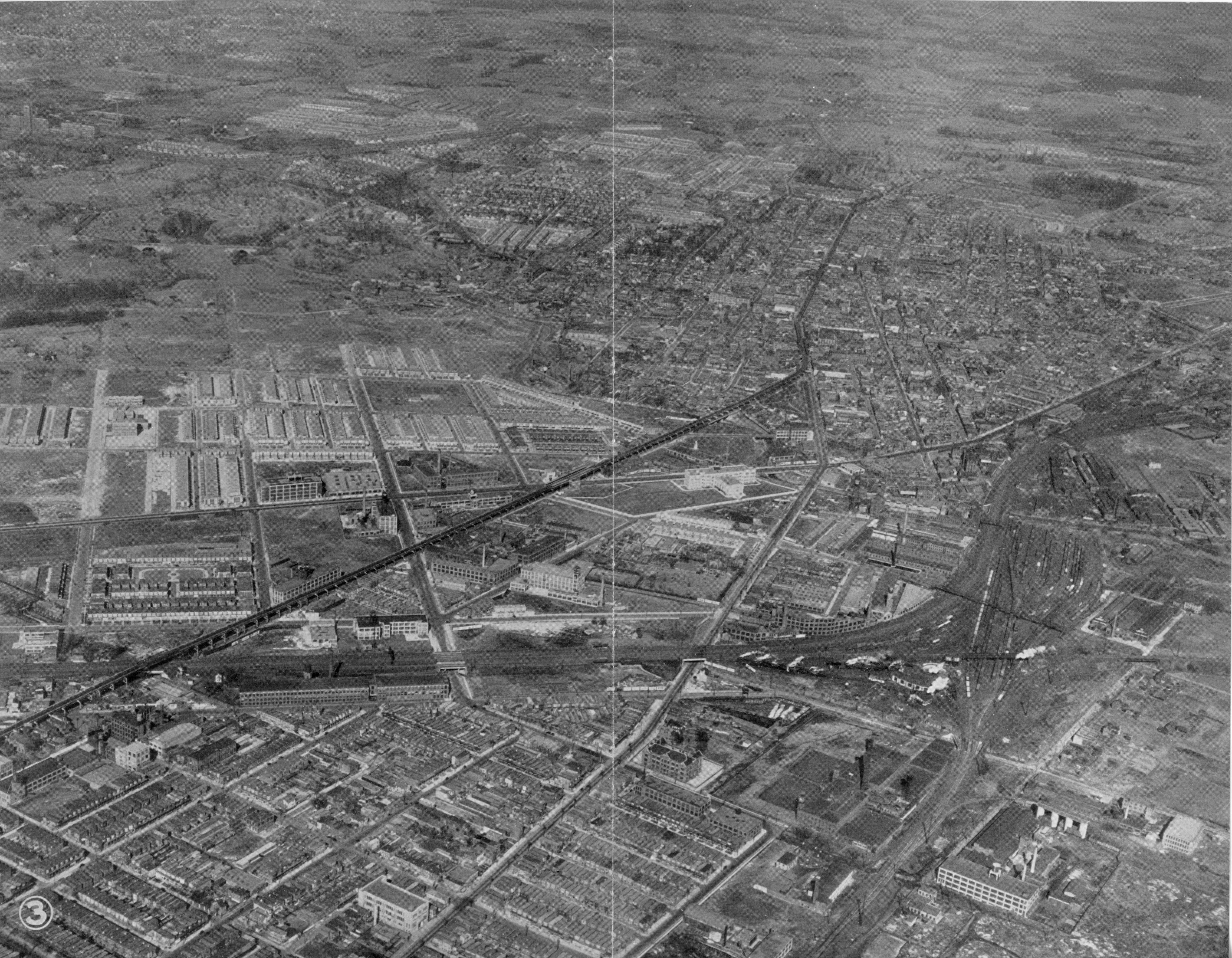
Former Chief of the Survey Bureau of Philadelphia

THE NORTHEAST section of the City of Philadelphia, sometimes very properly called the "Great Northeast," comprises about one-third the area of the City and in outline coincides very closely with the boundaries of the original twenty-third ward.

The land slopes to the south and southeast from an elevation of two hundred and seventy-five feet above tide water near the Montgomery County line to the Delaware River and its tributaries. These southern slopes are bathed in sunshine most of the year, and have sufficient elevation to be swept by the cool breezes from the southwest which prevail in the summer season, thus giving the section an equitable temperature the year round and one well adapted for suburban residences as well as for the activities of an industrial city. The territory has a rich alluvial soil and is well provided with natural drainage, being intersected with numerous streams of water leading to the Delaware River. In the development of the City, these streams flowing through picturesque and beautifully shaded valleys give rare opportunities for the establishment of parks, playgrounds, and recreation centers.

The City has already acquired a park of nearly thirteen hundred acres along the six miles of the Pennypack Creek, and when this park is improved and developed, it will rival the peerless Wissahickon in its beauty attractiveness.

A portion of Tacony Creek Park has been purchased by the City and, when all of this park area is taken, it will make a valuable and important adjunct to the park system. The valleys of Byberry Creek, Woodenbridge Run and Poquessing Creek are now available for acquisition by the City for recreational purposes. The wisdom and economy of the early taking of these creek valleys is pointed out in the 1926 annual report of the Bureau of Surveys, which reads as follows:



"Byberry Creek, a tributary of Poquessing Creek, drains an area of four thousand, seven hundred and ten acres. The storm water flow of this area would necessitate the construction of a large stormwater conduit which, at its outlet, would have a horseshoe section seventeen feet by twenty feet. A stormwater conduit of sufficient size for this drainage area entails many problems and its cost was estimated in 1923 to be $4,788,000.00. The condemnation for park purposes of the valley of the Byberry Creek, from Poquessing Creek to Thornton Road, where the sewer required becomes small enough for economical construction, was estimated in 1923 to cost $975,000.00. The land required would be about seven hundred acres."

Mr. Thomas Adams, Director of the Regional Planning work of New York City and environs, says: "Accessibility is the basis of value." The Northeast is accessible by every means of travel to and from all sections of Philadelphia and the surrounding cities and towns. It fronts on that portion of the Delaware River which is planned to have a twenty-five feet channel, connecting on the south at Allegheny Avenue with the thirty-five feet channel to the Atlantic Ocean, and it will be a vital link in the Atlantic Deeper Waterway project, extending on the north by a proposed new Raritan Canal across New Jersey to New York Bay.

Six steam railroads traverse this section, giving every facility for supplying the needs of industry, for handling materials of construction, merchandise, and heavy freight as well as for providing passenger service. An excellent system of electric passenger railways, rapid transit elevated and subway lines and automobile passenger buses furnish ample facilities for carrying the people to and from their homes and places of business.

No area of the City is as well provided with wide avenues of communication for vehicular and pedestrian travel. The Roosevelt Boulevard, a great thoroughfare without an equal in any American city, extends through the center of this territory from one end to the other, connecting with highways distributing travel in every direction. There is Rising Sun Avenue, leading to Lawndale and Fox Chase; Adams Avenue and Castor Avenue, each one hundred feet wide; Oxford Avenue joining Frankford and Burholme; Bustleton Avenue, the wide approach to Bustleton, Som-

erton and the towns in Bucks County to the north; the widened Frankford Avenue and the much travelled Torresdale Avenue with their connections to Bristol and Trenton. In addition, Allegheny, Erie, and Wyoming Avenues, Tyson, Princeton, Cottman, and Rhawn Streets, all wide thoroughfares, cross the territory from east to west.

There is being added to this great primary highway system, a great bridge, now under construction across the Delaware River from Tacony to Palmyra, in New Jersey, which will give convenient and direct connection with the improved highway system of New Jersey and furnish ready access to the Atlantic coast resort towns.

The first essential to the building of a great city is a framework of wide arteries for through travel. These intelligently established, provision can then be made for a secondary system of streets, one best fitted for dwelling houses, for industry or for business as the requirement may be. The Northeast is ripe for improvement. It has a most excellent system of wide avenues and streets as a framework to build upon.

The population of the City of Philadelphia increases two per cent annually, and, in addition, a considerable number of people are being driven from the central districts to the outlying sections by building operations and by the congested living conditions.

Where is this great mass of people to find convenient homes with comfortable, healthy surroundings?

Where are the industries which are being forced to move from central districts by traffic congestion to locate?

Many sections of the City are almost entirely built up. It is therefore evident that the active movement of people, of business and of industry which has been turned northeastward in the last few years, must continue in that direction in increasing volume year by year.

KEEP MOVING — TRANSPORTATION

CHARLES C. DAVIS
President Northeast Philadelphia Chamber of Commerce

NORTHEAST PHILADELPHIA from the earliest days has been in the fortunate position of being served by main arteries of travel.

The earliest means of communication, on account of bad roads and the dangers of overland travel, were confined to the navigable streams. Hence the early settlers selected spots where they could land from small boats, and Aramingo, Richmond, Bridesburg, Frankford, Holmesburg, and Torresdale were originally selected and occupied for this reason; and communication with the outside world for some years was more conveniently and safely made by water.

But the through traffic from Philadelphia to New York was the greatest factor in developing transportation in our district. It is interesting to note the changes as highways and bridges were built and transportation improved.

In 1733 the preferred route to New York was by boat to Burlington, thence by stage via Amboy, and probably required four days.

In 1756 a direct stage line started from Philadelphia to New York on a three-day schedule.

In 1765 the running time was reduced to two days.

In 1806 the bridge across the Delaware at Trenton was opened to traffic and stage coaches made the trip through to New York without change of vehicle, and cut the time to one day, although doubtless it was a long and tiresome one.

In 1832 the Philadelphia and Trenton Railroad—now the New York Division of the Pennsylvania Railroad—was organized. Construction proceeded slowly and for several years horse drawn cars were used over this road as far as Frankford. In 1836, the road was opened through to New York, and with the advent of steam trains, the inhabitants along the west bank of the Delaware above Philadelphia enjoyed modern transportation.

However, the stage coach held on for a time. In 1840, for instance, we know that stages were operated from Philadelphia to Frankford and Holmesburg, and from Frankford to Bustleton and Fox Chase.

In 1858 a street car line was started. This was drawn by horses and ran from Morris Street in the Southwark district to Orthodox Street, in Frankford. About five years later, the northern section of this line was changed over to "dummies." These had a steam boiler and engine in front and frequently carried a trailer. For thirty years they operated from Arrott Street to Cumberland and gave a service that was unique and, in some ways, far in advance of its time.

In 1893 the electric trolley car replaced the dummy and soon thereafter other trolley lines were extended throughout our territory.

In 1894 the Philadelphia and Reading Railroad extended its line from Olney through Crescentville and Summerdale to Frankford.

In 1922, after over seven years of construction and delay—caused by the World War—the Frankford Elevated Road was placed in operation as an extension of the Market Street Subway-Elevated line. In the five years that have elapsed, Northeast Philadelphia has witnessed a remarkable period of activity and development.

It is now possible to ride from Rhawn Street to Sixty-ninth and Market Streets—a distance of approximately fifteen miles—for one fare and with a minimum loss of time. As the home-builder and factory-owner come to realize the advantages of this high speed service, it is inevitable that the great undeveloped areas of the thirty-fifth and forty-first wards will rapidly fill up with residences and work-shops.

When the projected high-speed line is constructed along the Roosevelt Boulevard to give continuous service with the Broad Street Subway, Northeast Philadelphia will have an unrivalled system of communication with the central business district. At an early date the Wyoming Avenue and Olney Avenue crosstown lines will be reconstructed and tie-in with their corresponding stations on the Broad Street Subway. Additional areas will then be brought within the time saving zone. As the district fills up, other crosstown trolley lines further to the north will be neces-

④

sary. Already it is apparent that there will be need for such lines on such main avenues as Cheltenham Avenue, Levick Street, Cottman Street, Rhawn Street, and Grant Avenue. For the moment, and until the population becomes more dense, this crosstown traffic is taken care of by bus lines.

No article on transporation would be complete that did not call attention to our facilities for freight traffic. The Upper Delaware from Richmond north to Torresdale still has numerous sites available for those heavy industries which require water transportation. Our many miles of railroad frontage are, however, an extremely valuable and, as yet, little realized facility. The New York Division of the Pennsylvania Railroad, its Bustleton Branch, its Frankford Creek Branch, its Delaware Avenue Branch, and its Oxford Branch will accommodate hundreds of factories. While the Philadelphia and Reading Railroad has on its New York short line, its Frankford Branch, and its Belt Line Connection, many miles of industrial sites.

The rapid influx of large industries during the past five years shows that Northeast Philadelphia has more to offer than any other section, in its combination of cheap ground, good railroad freight facilities, good passenger transportation, excellent schools and splendid living conditions.

WHY WE KNOW

WILLIAM M. ROWLAND
Chairman of Educational Committee of the Chamber

IN THE FRAME of Government drawn up by William Penn for Pennsylvania, and in the earliest laws of the colony, provisions were made for the education of its people. Among these provisions were three special features which are still foremost among educational principles of today.

They were the provisions for a Board of Education, compulsory education up to a set age, and industrial or vocational training that "none may be idle, but the poor may work to live, and the rich, if they become poor, may live."

At the second Assembly, which met in Philadelphia on March 10, 1683, the following Act, providing for a school board was adopted: "one-third of the Provincial Council, residing with the Governor, from time to time, shall, with the Governor, have the care of the management of public affairs relating to the peace, justice, treasury, * * * to the good education of youth, and sobriety of the manners of the inhabitants," also, at the same time a law was passed making education compulsory, "To the end that the poor as well as the rich may be instructed in good and commendable learning, which is to be preferred before wealth, Be it enacted, That all persons in this Province and Territories thereof, having children, and all the guardians and trustees of orphans, shall cause such to be instructed in reading and writing, so that they may be able to read the Scriptures and to write by the time they attain to twelve years of age. * * * And in such case, parents, guardians, or overseers shall be found deficient in this respect, every such parent, guardian, or overseer shall pay for every such child five pounds, except there should appear an incapacity in body or understanding to hinder it." Thus the need for education and its relation to the welfare and future prosperity of the colony was recognized and provided for by its founders.

However, these advanced views do not seem to have been held by Penn's successors for very little relating to education can be found on record from Penn's time until the Revolution. Dif-

ferences in nationality and religious beliefs of the colonists made it difficult to maintain a policy of public education. The policy of the Government for nearly one hundred and fifty years was to compel those who could afford to do so to pay for the education of their children.

Since Government interest in this matter was lacking, various religious and charitable organizations took up the work and established schools throughout the Province. Earliest among these were two in what is today the northeastern section of Philadelphia, one in connection with the Byberry meeting in 1710 and the other at Trinity Church, Oxford, in 1718. The Trinity Church School was taught by Nathaniel Walton, who, in 1729, established a school in Frankford which was attended by the children of the community. This is the first school in Frankford of which any record can be found.

Another religious school was taught under the supervision of the Lower Dublin Baptist Church in 1732, and later, in 1766, a Classical and Theological School was established by the pastor of this church, the Rev. Samuel Jones. Out of this grew the Lower Dublin Academy, chartered in 1794. The Lower Dublin Academy had its beginning, although not purposely, in the will of Thomas Holme, Penn's surveyor. Holme, in his will in 1684, gave four pounds to Dublin township for school purposes, or putting out a young man to trade. His executor died without making provision for this clause in the will, and many years later, in 1723, his heirs set off a plot of ground, comprising over six acres, for a school, in lieu of the clause. The first school was an old, log building, later replaced by the present stone building erected from funds raised in a lottery, public subscriptions and state aid having proven insufficient.

About 1800 John W. Chapman became schoolmaster of the Academy but resigned later to open a private school called Pennypack Seminary, on the King's estate at Rowland Station. Dr. Chapman was the father of Miss Sarah Chapman, who for many years conducted a boarding school for girls in Holmesburg on Frankford Avenue near Hickory Street, in the house now occupied by Mr. Frank Castor.

In Frankford, as the community grew, education soon became an important problem. In 1768 a fund was raised by public subscription for the purchase of a plot of ground and the erection of

a stone building for school purposes. The site was purchased and the school building erected on the corner of Waln and Spring Streets. This was the first school house in Frankford and the forerunner of the old Frankford Academy.

When the old school house building was sold in 1798, a part of the proceeds was given to the Friends for the establishment of a Friends' School, while the remainder was used by the other original subscribers for the purchase of a lot and the erection of a new building. In March 1799, the Supreme Court granted a charter to Enoch Edwards, John Ruan, Alexander Martin, Isaac Worrell, and Peter Neff, under the title of the Trustees of the Frankford Academy. In May the site was purchased on Paul Street now occupied by the Rehoboth M. E. Church and the building was erected at once. From its beginning, it was the assembling place of the people of the town. In September 1799, during the yellow fever epidemic, the Supreme Court of Pennsylvania used the Academy as a temporal home.

A school was organized and conducted by the trustees until 1806, when, because of financial difficulties, the property was conveyed under a special arrangement to the school master. Several years later he was forced to sell the property because of finances and the Academy became more or less of a public meeting place.

From 1776 various Acts improving the condition of early education were passed, but, until the Act of 1836, there was no provision for the education of all classes of people at public expense. The Act of 1836 made possible the establishment of free public schools supported out of the public funds for all children alike. It also made possible the separation of children according to age, from which the present graded school system grew.

In 1841, as a result of this, the Lower Dublin Academy was fitted up as a public school and rented to the City. About the same time a public school was organized in Holmesburg. In 1842, the Marshall School opened in Frankford, the first public school in that community. These public schools rapidly increased in all sections—in 1845 money was appropriated for the Fox Chase School. In 1846, the Columbia School in Holmesburg was built. In 1856 a school house was built in Tacony and one in Whitehall in 1858. The Decatur School was opened in Frankford in 1858, the Henry Herbert in 1874 and the Alexander Henry in 1890.

By a resolution of the Board of Controllers in 1848, all schools in the city and county of Philadelphia were given names. Two years later, in 1850, the first night schools in the northeastern section of the city were opened, one in Frankford and one in Holmesburg.

And so, at the beginning of the Twentieth Century, we find the scattered, individual schools of the Northeast united in a system, ready to make those advances which we of today have seen materialized. Today, in Northeast Philadelphia, there are one high school, two junior high schools and thirty-five elementary schools functioning, under the Board of Education, for an enrollment of thirty-five thousand children, while seventeen parochial schools in the district, including one high school, have an enrollment of eight thousand additional children. There are other schools under construction.

Note.—Acknowledgment is herewith made to the published papers of the Historical Society of Frankford and the Willits MS as sources of much of the information contained in this paper.

THE CHURCH

Rev. John B. Laird, D. D.
Dean of the Clergy of the Northeast

The church, like the school, has always had a prominent place in American life. The Pilgrim had scarcely disembarked from the "Mayflower" on the coast of New England when he began making provision for the education of his children by building a school house, and for the worship of God by erecting a church. In this respect, that early settler has been imitated by the succeeding generations. Both the school and the church have always been regarded as essential to the development and safeguarding of what is best in our national existence. A few years since, it was the custom in rural communities when advertising a farm for sale to indicate the nearness of the farm to a place of worship. This was regarded as an element of value to the farm. We are so accustomed to the presence of churches that we scarcely think of them as enhancing the value of our properties; but let the churches cease to be in any given community, and one of the things most likely to follow will be a marked decline in the value of the real estate of that community. When we think of productive plants and institutions we are not apt to think of churches. Their commodities are of no market value of a material sort. Furthermore, most of us think of a man's credit as being commensurate with the financial worth of the collateral which he can offer. Whereas the reputable banker will tell you that the man's reputation for honesty, the name he bears in the community, the regard he has for the civilities and conventionalities of life count quite as much when he asks for credit as any material collateral he may offer. It is with these latter qualities that the church has to do. She emphasizes the worth and seeks to lead to the source of what makes for goodness in character, honesty and integrity in life. The church deals in moral and spiritual values. She aims to keep before the people the highest ideals of living and doing. She seeks to enlighten the conscience, to elevate the thinking of the people, for well does she know that as a man thinketh in his heart, so is he. The church inculcates the fear of God,

believing that this will lead to the safest, the happiest, the most helpful sort of living. So we rejoice that in the earliest days of settlement of this great district now known as Northeast Philadelphia the church had its place here. And, as the district has grown in power and population, the church has kept apace with this growth, establishing herself in every new part and settlement.

In the latter part of the Seventeenth Century, so early as 1683, the Baptists, or more properly, a Baptist, came into the farming region of the Pennypack Creek and founded there, in that then remote farming district, the old Pennypack Baptist Church. So far as we know, this was the very first church organized and the first to erect a building in the district now bounded by Allegheny Avenue on the south and Fifth Street on the west. Almost at the same time some English Churchmen having settled in what was later known as Oxford Township founded the Parish Church known as Trinity Church Oxford. These English Episcopalians built the building in the last years of the Seventeenth Century which still stands in practically the same form as originally erected. I know of no church building in this country which in its architecture, setting and surroundings reminds one so much of the Parish Churches one sees in rural England as old Trinity Oxford. We look with very great interest and no little veneration upon this church which in its life links together four centuries of the Christian Era, and, after having stood so long—splendid and commanding in its isolation—seems now destined to be in a very short time in the midst of a thickly populated part of our city. A little later the Friends founded the Frankford Meeting and built the Meeting House which still stands at Unity and Waln Streets, Frankford. Later, German Calvinists, prosperous farmers, around about what is now known as Frankford, took title to the plot of ground on the King's Highway north of Frankford Creek, corner of what is now known as Frankford Avenue and Church Street, and founded the Frankford Presbyterian Church, which still stands at that place. These, so far as we know, were the churches which ministered to the people of the district up to the close of the Eighteenth Century. It must be remembered that this was then one great farming community. The farms were large, the district was but sparsely populated, and these few churches were quite sufficient for all needs. In olden days it was not considered a hardship to drive or even to walk some miles to worship.

Services were fewer, the work of the church was of a simpler sort. The church service, like all other features of life here then, was of a rural kind. But this is now a part of a great city. Some speak of the Northeast as a city in itself. And with the coming of the increased population have come churches of a great variety and of a most substantial sort. Where there was then one church there are probably a hundred today. And as the Northeast can point with pride to her great industrial establishments, the worth and variety of whose products are scarcely exceeded by any similar district in our Country; and as we look with wonder and admiration upon our elementary, junior and senior high schools; and rejoice in the number and equipment of our hospitals and homes and orphanages, all of which are doing a splendid work of beneficence; so are we proud of the number and character of our churches, both because of the worth and beauty of their buildings and the good work they are doing. No one, whether he be Protestant, Catholic or Jew, need be deprived of the privilege of worship in a comfortable and intelligently directed way in our community. It would not be so easy to state the number of religious organizations in this district; nor could we readily give an estimate of the value in dollars and cents of the property held by these various church organizations. In these churches are splendid schools for the instruction of the young in religion; here are maintained young people's organizations in which the youth is gathered for happy helpful religious worship and association. In these, worship is conducted in which people of all races and tongues and creeds may participate, and through these activities the spirit of helpfulness and goodwill is engendered to the extent that it would be difficult to find anywhere a people more ready to extend helpfulness in time of need, and sympathetic service to those who are unfortunate. The Northeast is proud of her churches. She rejoices in the liberal way in which the properties are maintained. And above everything, she believes in the work they are doing. The Northeast has ever maintained churches, she will continue to do so, for in them she recognizes one of the chief sources of what is best and most worthwhile in her business, civic and social life.

DOLLARS AND SENSE

JOHN E. GOSSLING
President Second National Bank of Philadelphia

COMMENTS ON FINANCE

IN THE DEVELOPMENT of the northeast section of Philadelphia and the prominence it now occupies as an industrial, commercial, and financial part of our city, I have endeavored to vision the condition of this section fifty years ago, and to compare the "then and now," with the result that the growth, development, and present importance of this section staggers the imagination, and I find myself asking the question "Can these things be true?"

It may be well, at this time, to remind the citizens of the Northeast that in 1864 there were practically no banking facilities. As this section was the center of a large agricultural district, extending on the north and west as far as Huntingdon Valley, Bethayres, and Langhorne, and east to the Delaware River, the farmers were compelled to make long tedious trips to find an institution where they could deposit their money and avail themselves of the required banking accommodations.

There was no bank in Frankford, none in Newtown, none in Langhorne, none in Jenkintown, nor in any of the adjacent towns. The Second National Bank of Philadelphia at Frankford opened for business February 1, 1864; the First National Bank of Newtown, March 5, 1864; the Jenkintown National Bank, May 3, 1875; and the People's National Bank of Langhorne, October 24, 1883. These institutions of fifty years ago were the only banks for this entire section.

The facilities of these early banking institutions were quite restricted. At that time banks were expected only to receive money on deposit, make loans, and do what was regarded as a general banking business. Bankers had not dreamed of the present-day development of banks.

The modern bank has practically no limit in its endeavor to serve its patrons, and has an organization that does a foreign business, issues travellers' checks and letters of credit negotiable in all parts of the world, provides safe deposit boxes, delivers payrolls,

makes wills, acts as executor, trustee and administrator, invests funds for its customers, acts as real estate agent, obtains credit information and numberless other services too numerous to mention. The modern bank is deeply interested in every legitimate economic enterprise of the community, and is ever ready to lend its helping hand. Unquestionably, the scope of these functions represents the triumph of up-to-date banking methods.

Even the old-fashioned bank buildings are disappearing, and in their places we find marble structures, having every architectural refinement, planned to meet the new activities of banking business, and to which the community points with pride.

With the establishment of a bank in Frankford, industrial development commenced, although in 1884, when I first became associated with the Second National Bank, probably fifty per cent of its business was drawn from the surrounding towns. It is interesting to note how slow was the financial growth between 1864 and 1884 as compared with the present strides in banking business. After twenty years of existence the entire resources of the Second National Bank were only $800,000, and its deposits were only slightly over $500,000.

I recall a very amusing story, told to me by Charles W. Lee, a former president of this bank, which shows how unfamiliar the average person, in those days, was with matters of finance. A farmer client of the bank had inherited some seven or eight thousand dollars, and sought Mr. Lee's advice as to taking care of it. Mr. Lee suggested the amount be invested in securities, which the client agreed to, and was told to come on a certain day and the securities would be delivered to him. He presented himself at the bank at the appointed time, bringing a large old-fashioned trunk, in a market wagon, to carry back his investment. When Mr. Lee handed him eight one-thousand dollar coupon bonds of diversified railroads and government bonds he was indignant and disappointed, and refused to have them, as he felt, for eight thousand dollars, he should have received enough securities to fill his trunk. Mr. Lee returned to him his money, and, subsequently, as the securities were all high grade investments, resold them at a profit.

The history of the industrial concerns, business houses, and retail merchants of this great Northeast would make interesting reading, but constitutes another chapter of its own in this resumé

of the affairs of this section of the City during the last fifty years.

That the development of the Northeast has been materially aided by the number of influential financial institutions which have assisted the industrial concerns and businesses cannot be questioned. These concerns, in turn, have increased banking business. From a once small banking community with one bank in Frankford, Northeast Philadelphia has become a flourishing financial district. Within the Northeast's limits, bounded by Allegheny Avenue and Fifth Street and Montgomery and Bucks Counties, there are, today, three National Banks and twelve Trust Companies. These same Trust Companies, in turn, operate eight branches in the section, while three Trust Companies and two Saving Fund Societies, located in other parts of Philadelphia, maintain five branches in the Northeast.

A relatively small group of depositors—mostly men—has changed to a large number, consisting of men, women and even children; resources of $800,000 in the one bank of the entire territory to over $100,000,000 as the combined resources of the twenty-eight financial institutions, including branches, functioning in Northeast Philadelphia today for large corporations as well as business houses and individuals.

The splendid spirit manifested in the Northeast by each separate community, which finds its expression through the Northeast Chamber of Commerce and other kindred business men's associations, is to be commended. Greater co-operation of the citizens of this section will produce greater changes and larger improvements and greater growth.

Truly it has been said

"Achievement is the measure of progress,
The Prophecy of greater things."

MADE HERE

Industrial Northeast and Its Merits

FRANK T. WILSON

NORTHEAST PHILADELPHIA must have been in the vision of William Penn when he came to this country and established his province. He must have foreseen the growth of his City as he was building it on both sides of King Street near the Delaware and allowed for it. The growth of the whole province was provided for in the area grant that became the State of Pennsylvania later. This State became the Keystone State not only because of its geographical location as the center of the thirteen original states. It also was the center of affairs in the early days. Here the Declaration of Independence was signed and later the Constitution was ratified in our own City of Philadelphia. The City also was the capital of the United States at the beginning of its existence and the important seaport. So not only was Pennsylvania outstanding as a state but Philadelphia was and is prominent as a city.

Washington, D. C., later became the capital of the Country, and the port of New York City took the lead in tonnage of shipping, while both Chicago and New York exceeded Philadelphia in population. However, without any land expansion during the last half century Philadelphia has held third place in population and always maintained its lead in manufacturing, as has Pennsylvania as a state.

Philadelphia has long been termed the "Workshop of the World." The mills of Kensington have been known for years and the whole Northeast is the real heart of this Workshop. So we have Pennsylvania the principal manufacturing state, Philadelphia the greatest manufacturing city and Northeast Philadelphia the big manufacturing section of our city. At the same time, it is the remaining agricultural portion of the city, part of it still retaining fields and woods, open spaces for further expansion.

Pennsylvania is noted for its diversified interests. It has oil, natural gas, anthracite and bituminous coal, peat, iron, limestone,

sand, sandstone, slate, granite, and clay, all beneath its surface and out of which are manufactured many useful substances and liquids, in fact, the necessities of today. About ground the forests of our State are noted, especially for their care and reforestration plans. Numerous streams generate power, and the soil is adaptable for the production of corn, hay, potatoes, buckwheat, oats, wheat, tobacco, grapes, cherries, peaches and apples in quantities. Dairy products, poultry and eggs, honey, pigs, sheep and cows are produced in large numbers.

Philadelphia, the port of the State, located on the Delaware at the mouth of the Schuylkill, with three important railroads serving it, has always been ideally situated to receive the resources of the State and the raw products of the Country and convert them, by manufacturing methods, into finished articles for use at home and abroad.

In this northeastern part of the municipality all types of manufacture are represented, small one-story shops and immense plants, consisting of a number of large buildings. Concerns with limited means and those with abundance of capital, some that employ thousands and others where only a few workers are kept busy, businesses that turn out very few articles in a year and again others that handle thousands of things monthly.

There are newly organized companies and old established concerns. Philadelphia has a number of industries in the hundred-year class and more than a half dozen of them are in the Northeast. Some of them, in addition to being controlled by the same family, are at the same location in which they were started.

The early manufactures included brick making, weaving of cotton goods, the dyeing and printing of them, and iron foundries. Grist mills and saw mills were followed by lumber and coal yards. The Northeast still maintains its leadership in textiles and its position in the iron and steel industry, but there are hundreds of other kinds of factories as well.

Many cotton manufacturers have moved south, yet cotton goods are still woven in quantities in Northeast Philadelphia, and woolen goods as well, while both natural silk and rayon are included. These textiles are made for wearing apparel, for household purposes, for automobile fabrics, for commercial uses of all descriptions. The materials are not only woven but the yarns are spun here, and dyeing, printing and finishing plants handle both the yarns and made-up goods.

Vast iron and steel mills turn out numberless articles, in some cases a plant will complete the operation of manufacture from the raw product, pig iron, to the finished tool. Again, the variety of articles manufactured from metals is great, some plants turn out vast castings weighing many, many tons, while others produce metal parts for umbrellas and even smaller pieces. Machinery that is used in many of these places is made and repaired in our own section, as well as many things that go into the construction of the mills themselves. The very statue of William Penn perched upon City Hall tower, five hundred feet in the air, that stands facing the Northeast was constructed here.

Rubber goods of all description are manufactured, for the home, the workshop, the hospital, for the person. Leather for all purposes is made from hides, domestic and imported. Glassware in various forms is produced. Paper and products from paper are made, and this line is ever increasing. Abrasives of different kinds are manufactured, from huge grinding wheels to powder form. Hardware, including a range of products, is covered, and woodworking establishments turn out everything necessary in that line. Chemical plants are located here. Stone yards and tile works are at hand and manufacturers of fire and construction bricks have yards in the district, also other clay products. Smelters for reclaiming metals are maintained and waste products of different kinds are prepared and utilized for new purposes. Paints and varnishes are manufactured, fertilizers for agricultural demands are produced and many plants render fats and refine oils. Specialities, large and small, of metal, wood, and vegetable fibre are manufactured for various uses. Public utilities are represented, the largest steam generated electrical station in the World is in the Northeast, the largest of the City's water filtration plants is in the territory, and gas holders are located here.

The main lines of two railroad systems bisect the territory, with branch lines and siding services. Ten miles of the Delaware water front with piers form the eastern boundary. Roads for trucking service lead to the center of Philadelphia and to other cities. Buyers can visit mills with ease and comfort, while housing facilities for workers are not only ample but of the best. Legislation is friendly to and lenient with manufacturing expansion and capable financial facilities are available.

The Northeast is practically self-providing—a home can be constructed here out of northeast materials and when erected can be furnished by northeastern manufacturers. The family can be clothed with similar products. A mill can also be built for the head of the house and he can purchase his machinery in the Northeast and have it repaired here when necessary. The employee can own his home or rent it, either in a row or detached, and by transit means be in easy reach of the business. His family will be convenient to schools, stores, churches and amusements. An American district with American environments and American citizens. Not merely a mill district, nor a business center, nor yet a purely residential territory, but embracing all—a well balanced community.

There are possibly fifteen hundred industrial concerns in Northeast Philadelphia now and room for more than double that number, with just as ample provisions for conducting business by up-to-date methods. There is room for three times the number of workers to live, and live well. The number of companies that have moved to the Northeast and built permanent factories, in the last two years, is only a forerunner of what will occur within a decade.

The Northeast Philadelphia Chamber of Commerce co-operates with the established industries, welcomes the new, and works for the development and expansion of all.

BUY AT HOME — MERCHANDISING

WILLIAM HEPWORTH

of the "Frankford Dispatch"

SOME of our older residents can look back to the day, when in almost every community in the County of Philadelphia, there was a general store, which catered to the needs of the occupants of the homes nearby, and in the surrounding territory. These were not department stores, but rather establishments where the customer was satisfied with the variety of merchandise offered. The wants of the people in those days were, of course, more limited than in 1928, and the stock of the particular store, though great in variety, was not necessarily voluminous.

Many of these general stores were scattered through what is now Northeast Philadelphia, then composed of a number of small communities where factories were located and large sparcely populated farming districts. A large percentage of business transacted by the merchant with the farmer consisted of trading—the acceptance of the fruit of the farm in exchange for clothing, hardware, farming implements, medicines, and household goods. The products of the farm were dispensed by the merchant to the industrial workers of his community, or sent to the City markets when profitable.

Since those days, Northeast Philadelphia has kept pace with the rapid growth of the whole country and has developed into one of the most important industrial sections of the World, attracting all classes of workers, of all nationalities, and naturally reflecting this activity in the increased number of homes and the development of retail business centers.

The general store has passed, and in each thriving community of our great Northeast there are now numerous individual retail stores, the proprietors of each specializing in one line of merchandise—the grocer, the shoeman, the furniture dealer, the druggist, the house-furnisher, the one that sells women's wear only and the other who caters to men's wear—evidence of an effort to do one thing and do it well.

Time has also wrought a change in the consumer—today he or she asserts individuality, knowing there is variety for most needs, and choosing and acquiring what is particularly desired in almost every line of merchandise.

Advertising has played a most important role in merchandising, in the more recent years—the buyer today does not ask for a cake of soap, a razor, a radio set, a pair of shoes, a can of paint, but requests certain make or brand when desiring any one of these or hundreds of other commodities which have been widely advertised. The local merchants are eager to inform the people that the wanted make or brand can be found in their stock. Every wide-awake retailer is endeavoring to attract the consumer and supply the demand.

Consumers in the smaller cities or towns and the suburban districts of large municipalities are the buyers of quality merchandise, including luxuries and modern conveniences for their homes, also delicacies for the table and good clothing. Per capita they buy greater quantities of staple articles; they make more replacements in the furnishings of their homes than do the residents of the more densely populated sections of large cities, where a larger number of apartment houses are located. The majority of the city folk are living in apartments and rooms which have been rented furnished, and most of these eat in restaurants and have no say in the buying of food-stuffs, glass-ware, cutlery, or china; their dealings with the retailer are mostly confined to the purchase of clothing and personal needs.

This condition is an incentive to the community merchants to fill the wants of the people, and Northeast Philadelphia business men have made rapid strides in recent years toward merchandising on a hundred per cent basis. The older established stores and many new ones carry stocks to compete with their particular line offered by the stores in the so-called Philadelphia shopping district, and the effort on the part of the individual to "Buy in the Northeast" has very satisfactory results.

Here, the increased number of merchants has made competition more keen and the no-sale customers are rapidly diminishing. The writer feels assured that there is a greater variety of shoes, for example, offered by dealers collectively, in the Northeast, than can be found in the prospective buyer's favorite department store. The amount of food-stuffs purchased outside of the North-

east by its residents is negligible, as the supply is here to meet the demand. The same condition must apply, when those same residents make it a habit to "Try First to Buy in the Northeast" all other needed supplies. Demand will always create supply and the encouragement of the buying habit in the community is justified.

Allegheny Avenue is the busy southern boundary of the Northeast and two important thoroughfares, Frankford Avenue and Kensington Avenue, from Allegheny Avenue north, are very active business centers. In addition, there are several other thriving clusters of retail stores located in this large and fast developing section of Kensington.

The Frankford Avenue shopping district, in Frankford, extends from Adams Avenue to Bridge Street, and many new stores have been added here recently and numerous others are contemplated, including the building of a large arcade, containing twenty stores, in the vicinity of the Freihofer Block, which is one of the larger additions in recent years. Oxford Avenue is making a strong bid for the future, while Orthodox Street is a vital factor in the business life of Frankford; it is a busy artery extending to Bridesburg.

Wissinoming's business center, on Torresdale Avenue from VanKirk to Devereaux Street, has shown rapid development and new homes are constantly arising in this section. The merchants there are catering to the needs of increased population.

Tacony has numerous attractive stores on Torresdale Avenue between Unruh and Disston Streets and also on Longshore Street, which was the original buying center for the Taconyites. This is another fast growing community and the merchants are making splendid efforts to meet the demands of the people.

Holmesburg's busiest section is on Frankford Avenue, north and south of Rhawn Street, and recent improvements, including the widening of Frankford Avenue and the attending reconstruction of properties, has made this one of the future's attractive business centers. The whole aspect of this section is rapidly changing and the wholesale addition of homes will attract many more merchants in the near future.

Bustleton also reflects the growth of the Northeast and the erection of new stores and the remodelling of a number of the old ones is evidence of the desire of the business men of that developing town to serve the people.

Somerton is also developing a busy section on Bustleton Avenue and here is another spot which is attracting many home-seekers and business interests.

Olney probably has shown greater development in recent years than any other section of the Northeast. The business activity in the vicinity of Fifth Street and Olney Avenue is most noticeable; rows of private houses in this section have been converted into attractive stores and there is a hum of trade in that locality. On down Fifth Street, through the Lindley section to Fifth Street and Wyoming Avenue, there also are extremely busy neighborhoods. Groups of business places can be found in many other spots that have grown like magic.

Fox Chase, Burholme, and Lawndale, along Rising Sun Avenue, all have their own clusters of business houses and many new and attractive stores have been recently located in each of these thriving communities.

Nowhere in this quickly developing section of the Quaker City has there been a lack of business enterprise—merchants are staking their all to win the good will of the people, whose support only can supply the stimulus to grow still greater. "Try First to Buy in the Northeast" and help make your Northeast the most desirable place in which to live—you must know that the business men are the first to whom appeals are made and the first to respond, to aid any movement where civic pride is a factor.

HOME "SIGHTS"

HAMILTON R. DISSTON

Northeast Realtor Portrays the Development of Homes

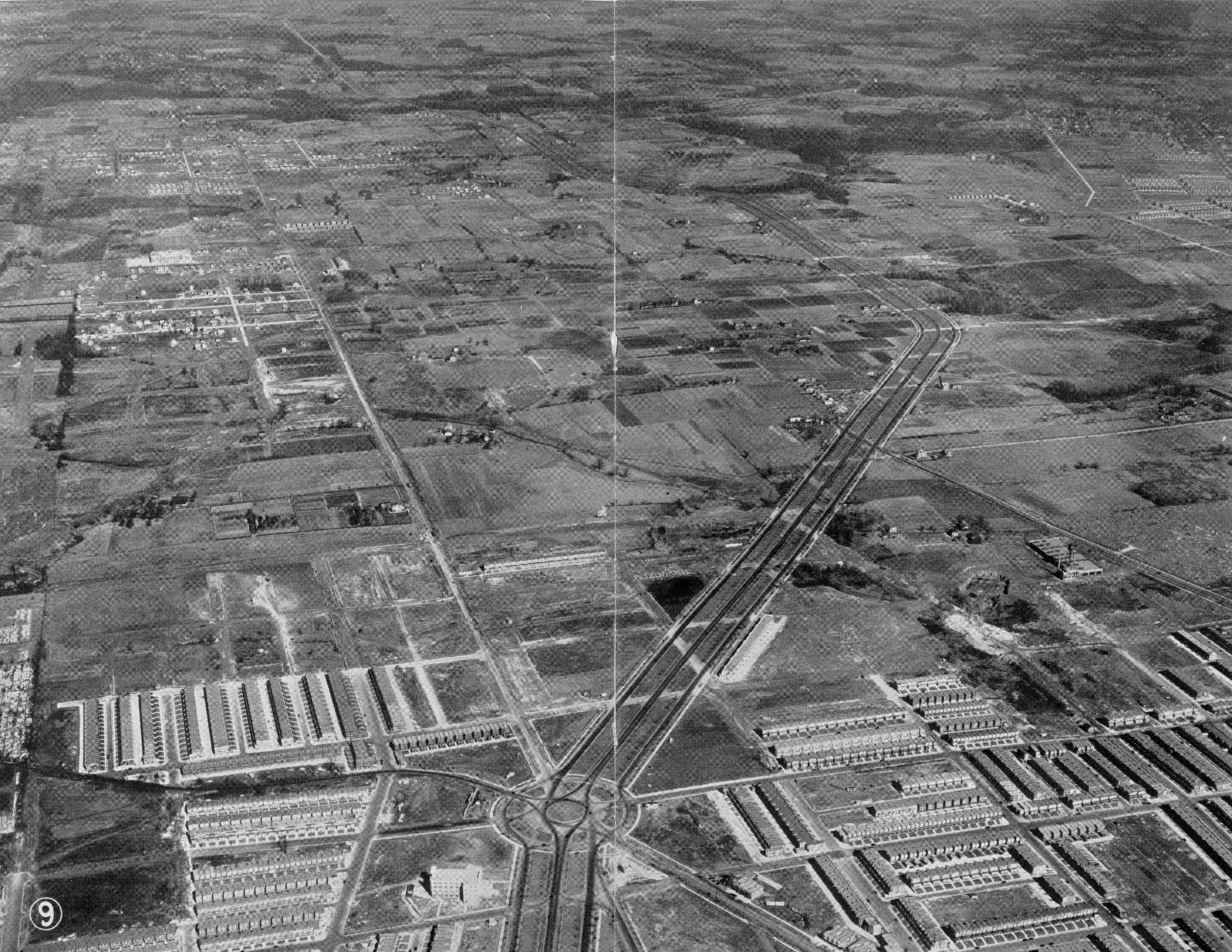
EVER since the first settlement of Philadelphia by the early colonists, the Northeast has been a section noted for its homes. Some of the oldest houses, oldest churches, and oldest factories are within its boundaries.

When William Penn brought his colonists to America and settled on the banks of the Delaware River, he encouraged everyone to build or to buy his own home, realizing that as the only way to establish a permanent, worthwhile community. This influence has carried down through the years and remains as a great force in the welfare and happiness of the great City of Philadelphia—the CITY OF HOMES.

The development of the Northeast, as a home area, kept pace with the general growth of the City until about five years ago. With the coming of modern, high-speed transportation to many sections; the opening or widening of many arteries of travel and communication; the modernizing and extension of our sewage, water and lighting systems, has come a development of homes and an increase in population, in the district, which is really phenomenal.

In less than five years, fifty thousand new homes, valued at approximately $250,000,000.00, have been built. Houses, of every type and description, ranging from cottages at $4000.00 to mansions at $50,000.00 and more, have sprung up as if by magic.

Visitors from other cities often remark about the Philadelphia type of solid row and semi-detached homes, which are so numerous here, and considerable criticism has been made particularly of the solid row style of architecture. The writer has discussed this subject many times with visitors, and when a fair, frank comparison is made between the comforts and advantages of the solid row houses as compared with conditions in the tenements, apartments, and two-family (one above the other) type of dwellings so prevalent even in the suburbs of many cities, the advantages in favor of the Philadelphia homes are overwhelming.



The possessor of a small home in the Northeast is indeed the owner of a "Castle of his own"; one in which he may enjoy the comforts of electricity, modern plumbing and heating, such as are unknown in many real castles throughout the Old World. He has space therein to keep his automobile; for his laundry; for his radio, and, when the rapidly advancing times warrant or require it, there will, no doubt, be space on the roof for his airship. He and his family have the undisputed use of that portion of the earth's surface within the boundaries of his property, without climbing down many flights of stairs or riding down in an elevator. They have that pride in being one of a group of families, living among a group of friends and neighbors,—living on the ground as God intended man to live.

Withal the "Master of the Castle" is not so far away from his work or from the center of the City as many men who live in apartments and tenements in other cities. Schools and Churches have kept pace with the development in the Northeast and families do not have to go miles into another section, as is often the case in large apartment neighborhoods of other cities.

Truly, a City of Homes is a place where real happiness abides; where there is no room for the influence and misunderstandings of Bolshevism to take root and grow. Above all other things, there is that pride and responsibility of ownership, which is such a wonderful stabilizing factor in Philadelphia life. Surely, if the home is the bulwark of the nation, then Philadelphia is the "Bulwark City" and we citizens and home owners can have a justifiable pride of residence herein.

We of the NORTHEAST go further than that; we feel that we live in the *Finest* section of the *Finest* City, in the *Finest* State of the *Finest* Nation on the face of the earth, and deem it a privilege to prove it.

NORTHEASTERS MINGLE

CLIFFORD K. FOWLER
Past Commander of Post 211, American Legion, Pictures the Organizations of the Northeast

THE BENEFITS which have followed the development of organizations in the great Northeast justify their recognition as an important asset to the community.

We gather from "Webster" that "organize" means to construct and to conform. We see the principle of these words predominately standing as the foundation and ideal of the many organizations which have been formed in the Northeast and which have attained splendid achievements; materially helping the industrial, educational and social life and the civic and welfare work of the community.

An analysis of these organizations would group them generally as civic, educational, fraternal, patriotic, and social. It would be difficult to state the many reasons for the forming of these organizations in the Northeast, but it would be natural to suppose that one of the reasons was the inconvenience to which the villagers were put in getting to other sections of the City. It is not easy, with the modern facilities of travel which we now have, to believe that the Northeast, as far back as 1800, was a community in itself, depending upon itself for its instruction and entertainment. Later, and it is entirely within the realm of probability, it might also have been to perpetuate a distinctive community, for in 1854, the Act of Consolidation was passed and thus our community lost its political identity. Our patriotic organizations were the outgrowth of the Revolutionary, Civil, Spanish, and World Wars, while the natural growth and development of the community with its many problems to be satisfactorily solved brought to us our more recent educational, civic, welfare, and social organizations.

Before taking up the groups of organizations generally, let us consider briefly our first organizations of the various groups. It will serve to show us the foundation on which our organizations were formed and we can better realize why they have progressed

and are worthy of recognition as a valuable asset to the community. I am reminded of the words of a famous Governor who once said, "It is always dangerous to say of a thing that it is the first of its kind." We believe they are the first, if they are not, we have not the evidence.

1793.—Going back to 1793, we find what probably was the first civic organization in the Northeast. It is recorded that on January 1, 1793, a number of inhabitants organized themselves together to establish a fire company. This was the beginning of our volunteer fire organizations. Ten years later, February 15, 1803, saw another company formed. While the fire companies were formed principally to provide a civic need, they also took the form of a club where the villagers gathered to discuss the topics of the day and meet socially. The object of these organizations was to serve the community and the inhabitants. Is that not the same purpose for which our greater civic organizations of today were formed. Somehow it seems that this spirit of service and fellowship has been handed down through the generations and has endowed the community with its most valuable asset.

1826.—By this time our community was rapidly changing in character. Manufacturing plants were being built and large numbers of people were coming to work in these establishments. It is a well known fact, the larger the community, the greater the problems and needs of the people. In the olden days, to which our forefathers would have pleasantly referred, "Neighborliness was considered next to Godliness," and in time of sickness and distress the colonist turned to his neighbor for help and never was it in vain, but time has changed somewhat. This spirit of neighborliness is organized and comes to us through our many fraternal organizations. In 1826 the Independent Order of Odd Fellows saw a need that was apparent in this growing community and brought to us a branch of their order.

Another step brings us to our first educational societies. It is interesting to record that as early as 1818 a society was formed for this purpose. It was known as the Union Adult Society. They united as a school association and met three evenings a week. Their preamble is very unique and emphasizes how seriously they considered their learning at that time. While this was an organized group, when we think of an educational organization, we naturally turn to the Byberry Philosophical Society which was

organized October 26, 1829, and the Frankford Lyceum, which was instituted April 15, 1836, and founded along lines similar to the Franklin Institute.

1869.—The stirring days of the Civil War have come and gone and now to preserve memories and incidents of an association in the great war and to perpetuate Americanism, to inculcate a sense of individual obligation to the community, State and Nation, to make right the master of might, to safeguard the principles of justice and to consecrate comradeship we have the Grand Army of the Republic, the first patriotic organization in the Northeast.

Thus we see these groups organized for constructive work and to conform to the ideals of the people of a progressive community. Regardless of their particular object, the keynote of this "organized background" is service.

Service to the people,
Service to the community,
Service to Country.

We have seen how our organizations had their roots in a far away, dim, and almost forgotten past, and now we see their branches, their blossoms and their fruit, for many of our present day organizations are the outgrowth of those heretofore mentioned.

Civic.—Today our various associations have been worked out in such a diversified manner so that each kind takes on thoughts and ideals of today peculiar to itself. We have the civic group, in which we find over twenty different organizations reaching into every corner of our section and all working individually for the interest of their particular locality and collectively co-operating with the Northeast Chamber of Commerce in its programme of extensive activity for the betterment and development of the community. This large civic organization is functioning to a greater community and is making for you and me and for the future generations a bigger and better place in which to live.

Educational.—We find also that the Twentieth Century has brought a marked change in our educational organizations. Those which were considered indispensible at one time cease to exist. Progress has enveloped their work in that the Northeast is no longer a community within itself, but part of a great city enjoying its many privileges. Today, the crystalized thought of thinking

people is with the child and every effort is being put forth to secure, for the child, the highest advantages in physical, mental, and moral education. In this connection, we have, affiliated with practically every school, grade or high, in our section, associations, some of which take the name of Parents' Associations, some the name of Fathers' Associations, and various others, whose fundamental purpose is to unite the school and the home into a stronger bond of fellowship and to develop between the educator and the general public such united efforts as will secure for the child every educational advantage.

We also have within our community a Y. W. C. A. supplying an educational, recreational and service programme, and functioning as a center for girls' activities and women's groups. In evening clubs and classes girls find the advantage of using leisure time for development of initiative and self-reliance, for the making of friendships and contact with educational groups.

Fraternal.—As an essential unit we refer to our fraternal group, which includes the Independent Order of Odd Fellows, the Free and Accepted Masons, Patriotic Order Sons of America, Improved Order of Red Men, Ancient Order of Hibernians, and Knights of Columbus, together with their many branches and women's auxiliaries. These organizations are listed herein chronologically, the first of which established itself over a hundred years ago, and, like those which followed, has stood the test of time due to the splendid service they render to their members and their families in time of sickness and distress. Their meetings afford an opportunity for friendship and sociability.

Patriotic.—It hardly seems necessary to bring before one the benefits the community receives and the good work derived from our patriotic organizations. Formed as they are to perpetuate Americanism and to keep alive the undying worth of good work and service, they are outstanding. Proudly we refer to our Grand Army of the Republic, Spanish American War Veterans and the boys of the American Legion.

Rich is our community in patriotic organizations in that we can acclaim therein the Flag House Chapter of the Daughters of the American Revolution, which originally was open only to the descendants of Betsy Ross, but recently they have agreed to accept other qualified members.

We also have in this patriotic group our Boy and Girl Scout organizations. Here again we find the concentrated efforts of our good citizens with the child.

It would seem then that we have covered all our special groups with the exception of our social organizations. There is an old adage, "All work and no play makes Jack a dull boy." The way to play has been provided and there need be no difficulty for anyone finding a diversion of their choice, for within the community we have organizations to meet the desires of the most fastidious, whether it be for a man's club, a woman's club, a musical organization, or one where a game of tennis, or golf may be played.

One can readily see there is an organization to meet the need of everyone in the community and it seems that everyone belongs to some organization. It is here one traces that community spirit so distinctly individual and characteristic of the Northeast, a community spirit so entirely lacking in many other sections, and if this were the only benefit we would feel amply repaid for the effort put forth to make our organizations an expression of the ideals of the people of the community, but this is not all, they have opened the gateway to a bigger community; they have materially promoted the education of the child, and provided for those in need; they have afforded those an opportunity seeking knowledge; established recreation and aided citizenship.

MUNICIPAL IMPROVEMENTS LISTED

THERE are a great number of Municipal Plants and Departments located in the Northeast, and many of them are extensive in both size and operation. Included in the list are the Torresdale Filter Plant, the Lardners Point Pumping Station, the Northeast Sewage Disposal Works, the Harrowgate Incinerating Plant, the County Prison (Convict Department), the House of Correction, the Home for Indigent, the Philadelphia Hospital for Contagious Diseases, and the Philadelphia Hospital for Mental Diseases. The district maintains its own Poor House, there are Public Swimming Pools, Recreation Centers, City Squares with Playgrounds, two large City Parks, branches of the City Public Library, and a Municipal Pier and Municipal Bathing Beach on the Delaware. Roosevelt Boulevard, part of the Lincoln Highway, extends through the section.

The State maintains a Fish Hatchery in the district and the Federal Government an Arsenal.

In addition to the above list of Federal, State and Municipal public works, many developments have taken place in Northeast Philadelphia in recent years. The Frankford Elevated, the surface line to Bustleton, the inclusion of the Holmesburg line with the Rapid Transit lines, the extension of the Erie Avenue surface line to Frankford Avenue, the extension of the Fifth Street line and the establishment of bus lines radiating in various directions throughout the district are outstanding transit achievements.

The widening of Frankford Avenue, relocation of tracks on Rising Sun Avenue, opening of Torresdale Avenue, the extension of the Holme Avenue branch of the Roosevelt Boulevard and the completion of the Bensalem branch are highway projects that are outstanding.

The construction of the Wingohocking sewer, the Tacony Creek interceptor, and the Pennypack interceptor are main sewer improvements that, together with many miles of branch sewer construction work, are assets that are hidden but necessary.

The lighting of all portions of the district has been improved, electricity being carried to all parts of the Northeast, while gas

has been conveyed to the extreme corner of the territory and other portions combined in the one general gas hook-up. Water pressure has been improved.

The establishment of Tacony Creek Park and the municipal golf links therein has added beauty and opportunity for recreation to the Northeast.

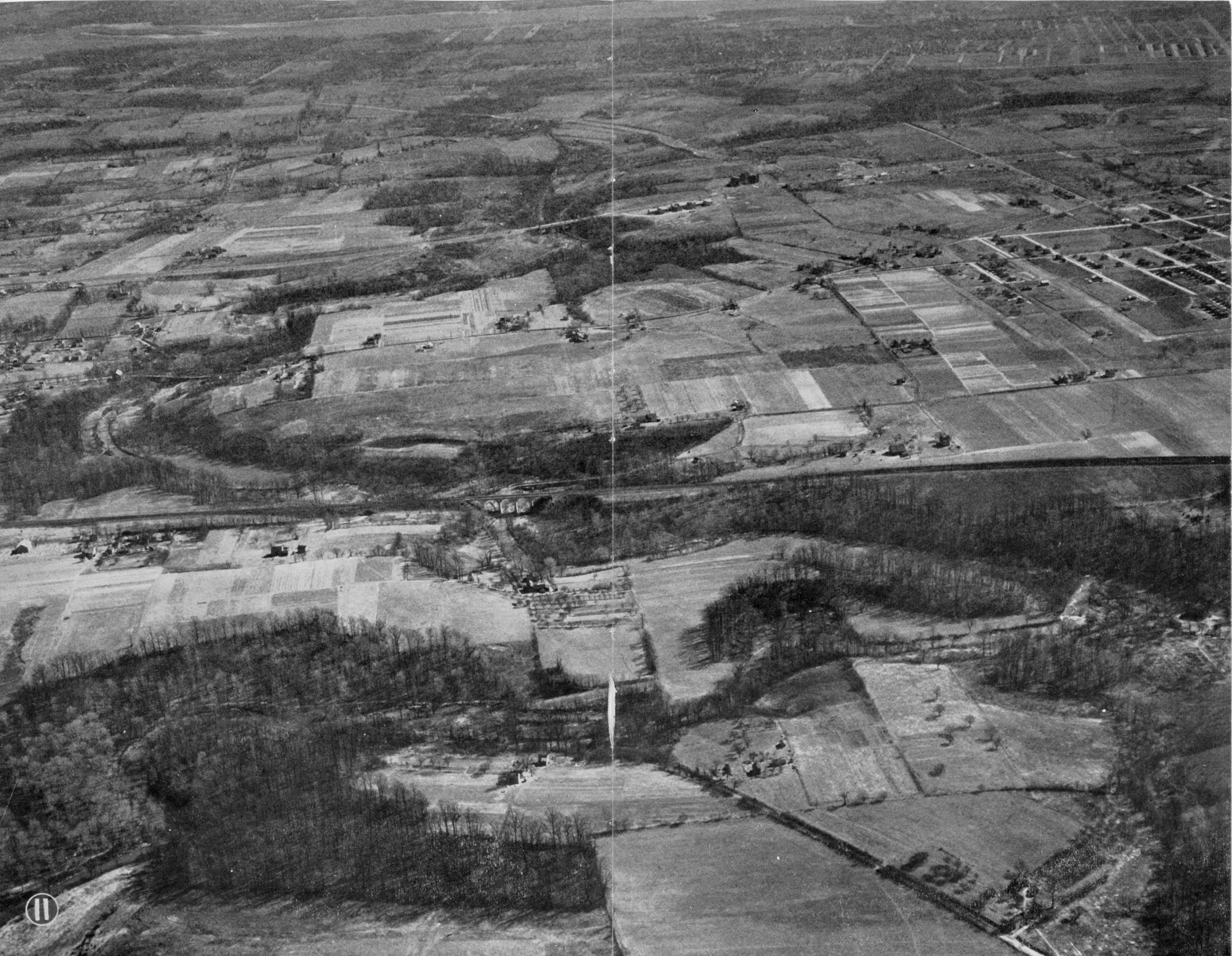
These municipal developments have in turn hastened industrial and home developments. Scores of new plants, some the largest of their kind, have located in the Northeast, and the number of financial institutions, churches and schools has multiplied. Thousands of homes have been erected, building permits in the district for 1927 alone reach four figures in numbers, and the estimated cost of same is well into the millions of dollars.

Major improvements in process include Linden Avenue and Rhawn Street bridges, and the Delaware River collector, a main sewer.

Further general improvements for the future, visualized or contemplated, include Roosevelt Boulevard open subway, Poquessing Creek Park, Wyoming and Olney Avenues crosstown trolley lines, elimination of railroad grade crossings, and approaches to the Tacony-Palmyra Bridge over the Delaware River on which construction has started.

The fact that Northeast Philadelphia is the remaining portion of the City where there is any great amount of territory for development, and the further fact that there is such a tremendous space within this section, means that great municipal improvements have taken place and that still greater ones are to follow. Expenditures on Northeast improvements do not seem large when it is considered that one-third of the area of the City is involved, and when the return of taxes will repay for the outlay in the shortest space of time without increase of tax rate or excessive assessments.

Believe in the Northeast—invest in the Northeast—is equally good advice to the resident, the newcomer, the individual, the business concern, the municipality.



A NOTE OF INTEREST

THIS BOOKLET is entirely a Northeast Philadelphia product. The facts are authentic and not exaggerated as inspection and perusal of records of the district will prove. The contributors are all residents of the Northeast who are active in the civic affairs of the section. Considerable time and thought have been expended upon the foregoing articles and yet they have all been contributed freely, as a civic duty performed.

It is interesting to note that Judge Allen M. Stearne is of the fourth generation of his family who have continuously resided in the Northeast, three of whom have been associated in matters pertaining to the law.

Thomas Creighton is the fourth generation of that name and he has always been a leader in civic and historical affairs, serving as chairman of many committees and organizations.

George S. Webster's family represents many generations in the life of the community. He has served the City in numerous engineering capacities. He is a Past President of the American Society of Civil Engineers and other important organizations.

Charles C. Davis is serving his second term as President of the Northeast Philadelphia Chamber of Commerce and was formerly Chairman of the Transit Committee of that body. He is President of an iron industry in the Northeast.

William M. Rowland is of the fourth generation of a family who have been active in the manufacture of shovels, one of the pioneer industries of the country, and he is President of the Holmesburg Trust Company.

Dr. John B. Laird has been Pastor of a church in the Northeast for more than thirty years. The Frankford Presbyterian Church that he serves is over one hundred and fifty years old. He is also associated with welfare work in the community.

John E. Gossling is President of the largest and oldest financial institution in the entire district and has been associated with it, in various capacities, for more than forty years.

William Hepworth is owner, with his brother, of one of the old, local newspapers in the section and is active in community organizations of different interests.

Hamilton R. Disston represents the third generation of that name that has been a household-word in the Northeast and he is senior partner in an active Real Estate concern of the community.

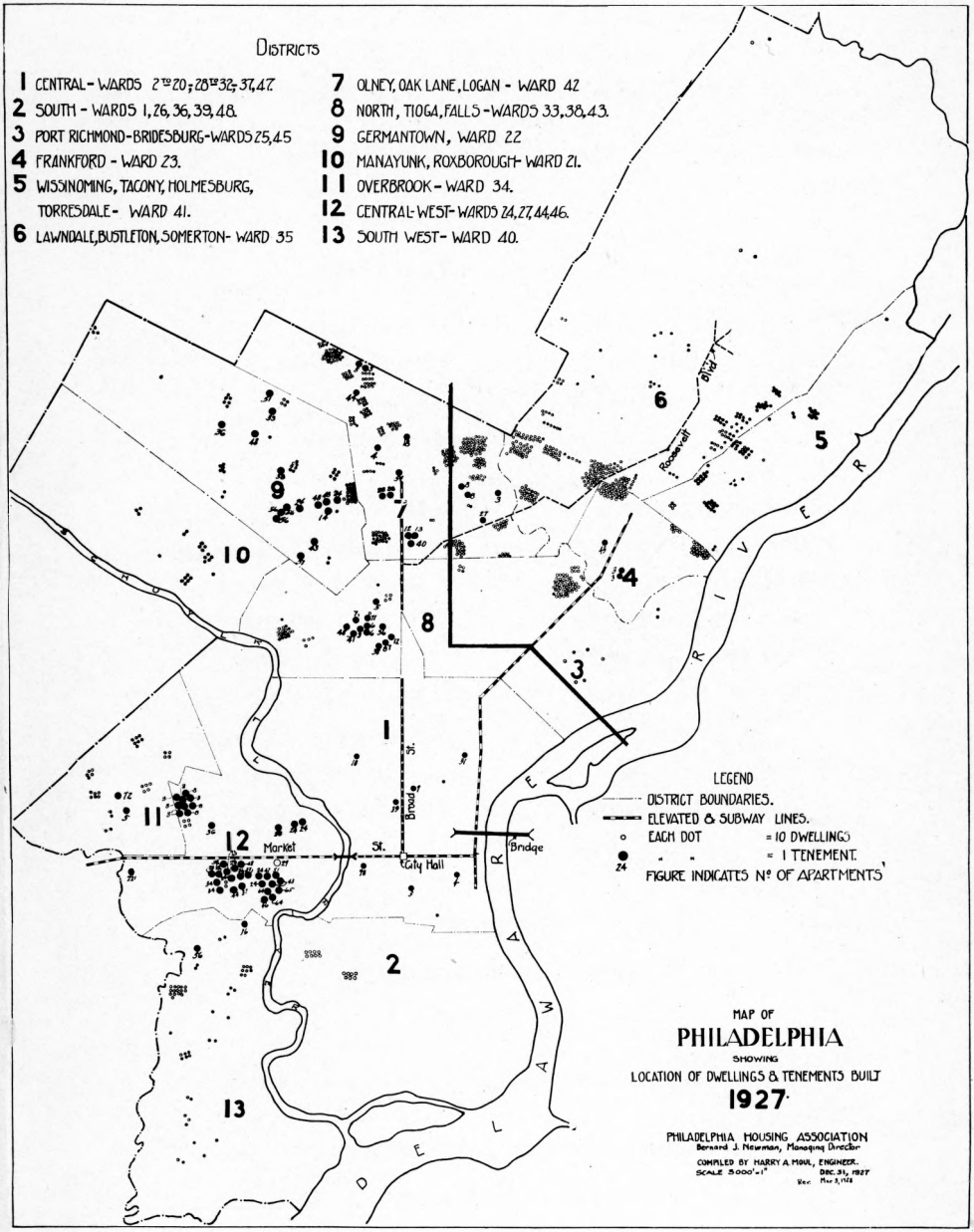
Clifford K. Fowler is of the fourth generation of that family to be active in affairs pertaining to the northeastern part of Philadelphia. He has recently opened a branch of his business house in the Northeast.

Frank T. Wilson is the fourth generation of a family that has been interested in business and the textile industry in the Northeast.

This booklet was printed in Northeast Philadelphia by Joseph Brennian Company, one of the established firms of the district, on paper manufactured by Dill and Collins, in the Northeast, and published by the Northeast Philadelphia Chamber of Commerce.

The industrial map was prepared especially for this publication by the Secretary of the Chamber. The pictures are air views of the Northeast, taken by the Aero Service Corporation of Philadelphia. The map of "Philadelphia Dwellings Built" is printed with the permission of the Philadelphia Housing Association.

EDITOR.


DISTRICTS
1 CENTRAL - WARDS 2 TO 20; 28 TO 32; 37, 47.
2 SOUTH - WARDS 1, 26, 36, 39, 48.
3 PORT RICHMOND - BRIDESBURG - WARDS 25, 45
4 FRANKFORD - WARD 23.
5 WISSINOMING, TACONY, HOLMESBURG, TORRESDALE - WARD 41.
6 LAWNDALE, BUSTLETON, SOMERTON - WARD 35
7 OLNEY, OAK LANE, LOGAN - WARD 42
8 NORTH, TIOGA, FALLS - WARDS 33, 38, 43.
9 GERMANTOWN, WARD 22
10 MANAYUNK, ROXBOROUGH - WARD 21.
11 OVERBROOK - WARD 34.
12 CENTRAL-WEST - WARDS 24, 27, 44, 46.
13 SOUTH WEST - WARD 40.
Roosevelt Blvd.
DELAWARE RIVER
Broad St.
Market St.
City Hall
Bridge
LEGEND
DISTRICT BOUNDARIES.
ELEVATED & SUBWAY LINES.
EACH DOT = 10 DWELLINGS
" " = 1 TENEMENT.
FIGURE INDICATES Nº OF APARTMENTS
MAP OF
PHILADELPHIA
SHOWING
LOCATION OF DWELLINGS & TENEMENTS BUILT
1927
PHILADELPHIA HOUSING ASSOCIATION
Bernard J. Newman, Managing Director
COMPILED BY HARRY A. MOUL, ENGINEER.
SCALE 3000'=1"
DEC. 31, 1927

THE NORTHEAST PHILADELPHIA CHAMBER OF COMMERCE

OFFICERS AND DIRECTORS

CHARLES C. DAVIS, *President*
EDWARD R. SIMPSON, *Vice-President*
BERNARD E. EFFING, *Treasurer*
C. E. SLOANE, *Executive Secretary*

A. E. CHEVALIER
BERNARD DAVIS
H. R. DISSTON
WILLIAM D. DISSTON
FREDERICK G. FITT
H. A. S. HOWARTH
M. W. JONES
JOSEPH Z. MUIR
ANDREW A. NEWTON
H. A. PLUSCH
WILLIAM M. ROWLAND
JOHN M. SCANLON
H. F. SCHLATER
JOSEPH B. SEAMAN
ROBERT L. SHEPPARD
S. HERBERT STARKEY
ALVIN A. SWENSON
FRANK T. WILSON

OFFICE

4700 FRANKFORD AVENUE
PHILADELPHIA

COMPILED UNDER THE DIRECTION OF

FRANK T. WILSON

Chairman of Publicity Committee